

MS-72C :

HISTORY & HERITAGE CEREMONY PLANNING GUIDE—FOR LANDMARK ORGANIZERS

PREPARED BY THE ASME HISTORY
AND HERITAGE PROGRAM

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THE ASME HISTORY AND HERITAGE MANUAL MS-72 HAS THREE PARTS (SINCE JULY 1999):

- MS-72A HISTORY AND HERITAGE ROSTERS — LANDMARKS, AWARDS, ORAL HISTORIES, ETC.
- MS-72B HISTORY AND HERITAGE ACTIVITY GUIDE — FOR INTERESTED ASME MEMBERS AND ALL H&H CHAIRS
- MS-72C HISTORY AND HERITAGE CEREMONY PLANNING GUIDE — FOR LANDMARK ORGANIZERS

ALL THREE ARE AVAILABLE FROM ASME PUBLIC INFORMATION

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OR BY CALLING INFORMATION CENTRAL (1-800-843-2763) OR 1-973-882-1167.

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ASME International

ASME MANUALS AND ANNUALS

ASME Manuals and Annuals are prepared for the use of ASME members. In the code number of each publication, the first letter indicates whether it is an Annual (A), which is generally issued annually, or a Manual (M), which is revised as needed.

The following publications are available from INFORMATION CENTRAL at the ASME Service Center. (Specify code # and name of publication.)

CODE#	NAME OF PUBLICATION
AM-3	Publications Catalog
MS-4	An ASME Paper
MS-4A	Presenting Your ASME Paper

The following publications are primarily for the use of ASME Committee personnel and may be requested from the staff member indicated. Members are expected to conserve their copies, which should not be permitted to circulate.

CODE#	NAME OF PUBLICATION	STAFF MEMBER
AC-10	Personnel of Board of Governors, Councils, and Committees	Managing Director, Operations, Executive Office
	Regional Supplement to AC-10	Director, Regional Support
AS-11	Personnel of Codes, Standards, and Related Conformity Assessment Committees	Managing Director, Publishing, Codes and Standards
ML-1	Student Section Operations	Director, Regional Support
ML-8	Member Initiative System Manual	Director, Regional Support
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ML-11	President's Manual	Managing Director, Operations, Executive Office
ML-12	Regional Vice President's Guide	Director, Regional Support
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ML-14	Industry Relations Manual	Director, Regional Support
ML-65	Council on Engineering Directory of Personnel	Managing Director, Council on Engineering
MM-1	Constitution and By-laws	Managing Director, Operations, Executive Office
MM-2	ASME Organization/Activities	Managing Director, Operations, Executive Office
MM-3	Society Lectures	Managing Director, Operations, Executive Office
MM-10	Nominating Committee	Managing Director, Operations, Executive Office
MS-52/53	Membership Development/Member Interests Manual	Director, Member Services
MS-63	Media Relations Guide	Director, Public Affairs
ML-64	Government Relations Manual	Director, Government Relations
MS-65	Professional Development Manual	Director, Professional Development
MS-71	Honors	Managing Director, Operations, Executive Office
MS-72	History & Heritage Manual	Director, Public Information
MS-73	Graphics Guidelines	Director, Public Information
MS-74	Newsletter Editor's Guide	Director, Public Information

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HOW TO USE THIS MANUAL

Congratulations are probably in order, if you are reading this guide. This part of the MS-72 Manual is written for ASME members who have succeeded in nominating a landmark, site, or collection through the History and Heritage program. Once a nomination has been approved, it becomes a landmark, site, or collection when a brochure has been written and the plaque is presented in a ceremony. Only then is it added to the roster. This manual is designed to help you carry out these activities.

More than 25 years of experience with some 200 landmarks have gone into its production. Don't let the size intimidate you. Some of the information is mandatory, and some serves only as a guide. We have included samples of invitations, programs, news releases and other material to help you. While every situation is different, we have learned that seeing how others have done things is helpful.

The Section or Division of ASME that has supported the nomination of a landmark, site, or collection is the organizer and takes the lead in planning the ceremony, while involving other key people. It is up to the organizer to ensure that requirements are met and all details among participants are coordinated. Timetables, charts and checklists are included to help keep things on track. Extensive photocopying is permitted as needed.

While this part of the manual was written for the organizer, it is written with a planning committee in mind, because rarely can one person manage all facets of the ceremony. The planning committee should include the Section or Division chairs or representatives, joint sponsor (if any), and the owner — with the assistance of a History and Heritage Committee member, Regional Director and the ASME Public Information (PI) staff contact.

The important thing, early in planning, is to discuss with all participants how each visualizes the event. Your satisfaction and those of leading participants will depend greatly on everyone's expectations, starting from the time you first documented information for the nomination. What kind of event did you anticipate, who did you want to know about it, and why did you really want it? Shaping those visions into reality is a good place to begin. A ceremony can be simple, but most participants want as much visibility as possible.

After your ceremony has taken place, feel free to write us with any suggestions for inclusion in the next revision of this guide. We welcome your comments and recommendations.

Good luck and let the History and Heritage Committee know how it can help you.

PLANNING A CEREMONY REQUISITES

Approvals

To plan an ASME History and Heritage ceremony for the designation of a landmark, site or collection, the sponsoring (host) Section or Division must have the written approval of the ASME History and Heritage (H&H) Committee, after consideration of a formal nomination. A landmark, site or collection is officially designated once a brochure is written and a plaque is presented in a ceremony (attended by the presenter and assigned H&H Committee member). **Note: Before a ceremony date can be set, the brochure copy must be approved by the H&H Committee.**

The sponsoring ASME unit, usually the Section or Division that submits the nomination, is responsible for the costs of the ceremony, including invitations and brochure. Funding must be arranged in advance of any commitments and is the responsibility of the Section or Division organizer.

While a nomination can be submitted without the cooperation of the owner or caretaker of the landmark, site or collection (on rare occasion), the owner or caretaker must be a willing participant in the ceremony, accepting the presentation of the plaque and pledging to display it near or on the artifact or system. Accessibility and visibility are part of the criteria of the ASME History and Heritage Program (Policy 15.6). While landmark designation does not prevent alteration or destruction of a landmark, it is assumed an effort will be made at publicly displaying the plaque and preserving the landmarked item. Beyond earlier commitments to preserving the artifact and displaying the plaque, ASME asks the owner's support and cooperation on other facets of the program, including logistics, brochure production, publicity, and permission to promote the landmark within the context of the program.

Delays

Any nominator who fails to complete the ceremony within two years following approval must submit a letter of intent to the H&H Committee. The letter must cite the nature of the renewed interest by the nominating unit and the current status of the approved item and ownership. Contact the Committee chair for further consideration.

Cosponsorship/Joint Designations

Certain events either require or recommend participation with another engineering society. Non-US designations, for example, should be held with the support of the respective national mechanical engineering society, such as IMechE in England or VDI in Germany. In cases, even within the United States, where the artifacts or systems to be honored involve multidiscipline achievements, peer organizations such

as IEEE, ASCE, ANS, AHS, etc., may be interested in joining in the presentation. If the other society has an existing history program, both organizations' requirements will need to be accommodated. If the ASME History and Heritage Committee initiates the joint endeavor, generally it will accept primary responsibility in planning the event.

When landmarks are cosponsored with other Societies, the staff contacts of the respective societies work closely together with the involved Sections and Divisions on plaque wording, brochure copy, invitations, mailing lists, and ceremony details. The sponsoring ASME Section or Division retains its responsibilities, however, as host and organizer.

Copyrights Accessibility and Visibility

Communications, whether among the membership or with the public, require the acquisition of images, information on visiting, and permission to promote the landmarks in materials published by or for ASME. Photographs, slides, and videos are needed to keep on file at ASME Public Information for use in future promotional projects. Documentation and other archival materials are always welcome. ASME History and Heritage wants to know the current status of the landmark, site or collection from time of the ceremony and onward. On an ongoing basis, members will want to visit, information will be posted on ASMENET (on-line), and the program will continue to issue roster updates. At some time during the nomination and ceremony process, contact must be made to ensure this exchange of information, materials, and permissions is maintained. Organizers should obtain written permission for the use of specific photographs, copyrighted materials, and illustrations given to ASME for promotional purposes (in relation to the landmarks program).

Videotaping/Photography

Visuals — photographs, slides, videos, and other illustrations — are an essential part of telling the story of technology. Broadcast or publishing quality is needed, which means organizers should work with ASME Public Information to obtain the type of material that will be useful. Although newsletters and company newspapers may use ceremony photographs, ASME Public Information also needs quality images of the machines or systems. These technology-only images are useful if they appear timeless, without reference to a person and period style.

Old photographs or a listing of photographs available through a specific archive or library is also useful. If this information is not part of the submitted nomination, please forward the information during the ceremony process.

With the increasing availability of high-quality (Beta) video recorders, many Sections have begun to record ceremonies or to interview invited speakers alongside the artifacts, etc. Later these tapes can be edited, incorporating slides and other graphic material, to produce a fine documentary of the designated item. If you have questions about format or standards, assistance is available from ASME Public Information staff in New York.

Brochure

Sections are responsible for providing a commemorative brochure, in accordance with “Guideline for the Preparation of an ASME History and Heritage Brochure,” (see page 27). **A ceremony date can not be set until the brochure copy has been approved by the H&H Committee.** The selection of a writer and editor for the brochure is key to making progress toward ceremony deadlines. The brochure is a high priority for ASME, because it has lasting impact on the public, not only in terms of understanding the technology being recognized, but also in terms of how the H&H program contributes to a better understanding of mechanical engineering and its contributions to society. Emphasis is placed on the quality of content, not the production

A draft of all brochure copy must be submitted to the History and Heritage Committee for review and approval. It should be submitted in hard copy and on disk (ASCII/text) with a sketch of the layout. The Committee requires one month to review this copy. **All editorial and factual changes suggested by the Committee must be incorporated in the final version.** If the owner requires a final, comprehensive review of the manuscript, the H&H Committee must approve any changes made afterward. Disregard of Committee changes could result in nonsupport for the publication and withdrawal of permission to use the ASME logo.

The H&H Committee representative assigned to the ceremony can be helpful in preparing the brochure according to the guidelines. The review is then coordinated by the Committee member who chairs the brochure subcommittee. This subcommittee chair combines comments from various reviewers and then forwards them to the organizer. The need for further reviews of revised copy will be determined at that time.

Guidance on production is provided to help members who have no other resources. As a last resort, when no other publication support can be found, ASME Public Information will accept final manuscripts on computer disks with accompanying illustrations for production in a simple format.

In addition to the quantity of brochures needed for the ceremony, **ASME requires approximately 700 additional copies for distribution to ASME leadership, other Section and Division history chairs, and individual requests.** Other groups interested in brochures include universities and schools offering courses on the history of technology, the media, and the owner of the landmark, site, or collection. This number can be greatly reduced, however, if the brochure can be scanned and reproduced in black and white through ASME DocuTech services.

Plaque

ASME presents a commemorative bronze plaque to each landmark owner, explicitly for public display with the artifact. The History and Heritage Committee drafts the wording, which it forwards to the Section for checking of facts (spelling of names, dates, etc.) with the company or other agent owning the landmark, site, or collection.

Changes to the Committee's wording are discouraged. Corrections must be submitted in writing to the ASME PI staff contact.

The plaque notes engineering highlights and their significance in world industrial history. It identifies the specific object or site, explains its technical merit and breadth of significance in lay terms, gives significant dates and the general time frame in which the site or technology was active, acknowledges what replaced it or caused its demise, and identifies the associated engineers, designers, inventors, or builders.

The plaque serves two purposes: it becomes a permanent record should the artifact be destroyed, and it enhances public awareness of the contributions these landmarks have made to society.

Handling of Plaque

Plaques are 12 by 18 inches (horizontal), or 30.48 by 45.72 centimeters. Each weighs about 20 pounds, and they are treated for outdoor exposure. They are limited in the number of words contained on the plaque, for legibility, aesthetic, and budgetary reasons. Plaques are usually mounted by attaching bolts (on the back) to a sturdy surface. Each plaque comes with four 3-inch by 3/8-inch studs, which can be screwed into the holes on the back of the plaque. To mount: Using a level, tape a self-made template (with stud holes marked) to help position the plaque at the location where it is to be mounted. Drill holes with a tight clearance drill. Apply glue (silicone or similar type) to the studs and use large dabs of it on the back. Force the plaque into the pre-drilled holes, evenly, at stud locations. Clean excess glue, leaving a bead around the edge of the plaque.

Plaques should be cleaned regularly with water and polished with a light furniture spray wax.

ASME monitors the condition and display of its plaques through surveys by Section members, every year or so. Corroded or damaged plaques should be returned to the foundry for restoration (shipping charges only apply). Do not grind or sand the plaque since this will remove the treated surface. If the artifact or collection has been destroyed, abandoned, or moved, ASME should be notified in writing and the plaque should be displayed publicly or returned to ASME Public Information or the nearest Regional Office. Missing plaques will not be replaced without a thorough investigation and explanation.

PLANNING THE EVENT

The strategy envisioned takes in who's involved, budgeting, date selection, site selection, invitations or mailings, programming, guest introductions and accommodations, publicity and promotion, and event follow-up.

PLANNING STRUCTURE

Planning meetings with representatives of the Section, Division, company, and other appropriate groups should begin approximately six months before the ceremony, to work out details and establish responsibilities. The **typical ASME ceremony planning committee consists of** the chair (key organizer) and five other organizers, each with a major responsibility: program, invitations, brochure, logistics and publicity. To this lineup, some add a fund raiser or treasurer. Organizers will also find their ASME Regional Director essential to include, as well as representatives from the participating groups, such as the landmark owner or caretaker.

Throughout the entire designation process, the potential number of groups involved in planning naturally will grow. Besides ASME and the owner, participants could include community, alumni, school, and industry groups as well as other engineering societies and even neighboring Sections. Prepare a contact list complete with phone, fax and e-mail numbers for all organizers to use.

Suggestions for the first agenda include introduction of all key decision makers, identification of possible ceremony dates, program possibilities, and delegation of work for brochure preparation, invitations, and ceremony logistics. A tentative schedule of events can be compiled.

For those organizers who have not initiated the nomination but find themselves picking up the ball after the nomination has lapsed, especially in terms of large organizations: Reaching the right contact within a large organization, one who has authority to act and make decisions, can be challenging. Start with people who know ASME, for example, other members, heads of engineering departments, etc. Eventually you will probably work with public relations, public affairs or marketing department staff. Be sure to maintain a balance between ASME's interests and the owners. ASME Public Information staff is available for an initial planning session, if you think it will help. Also, rely on guidance from the Regional Director of ASME and the History and Heritage Committee representative assigned to your ceremony.

BUDGETING

The ASME sponsoring unit — Section or Division — assumes all ceremony costs other than the cost of the plaque and presenters' travel expenses. This includes food and beverage, transportation, mailing, and publishing costs. Often the owner of the landmark, site, or collection will offer to absorb or share this cost. Some Sections

have been successful in obtaining financial support from local industry, especially when planning luncheons, receptions, dinners, or other special events. **The History and Heritage staff contact works closely with the Sections and Divisions on all phases of budgeting and should be consulted early in the planning.**

For each designation:

- One plaque is provided, at no cost to the Section or Division. Landmark owners can order additional plaques at their own expense.
- Printing costs of the brochure, formal invitations, and programs vary according to quantity, length, paper type, and number of illustrations. **ASME Public Information requires an additional 700 brochures for distribution (beyond those handed out at the ceremony).** If the Section or Division cannot produce or print the brochure, ASME Public Information will help arrange a modest publication through ASME's DocuTech services.
- Invitations, simple but formal, are usually printed and mailed to ASME leadership, Region and Section operating boards, appropriate Technical Division executive committees, and special guests.
- A program, often a standard sheet of paper folded in half, is photocopied or printed a few weeks prior to the event for distribution at the ceremony.

Other costs depend on the size and type of event that the Section or Division chooses to organize. A simple-but-dignified ceremony — with a few short speeches and the plaque presentation — is all that is needed. If funds are available or are contributed, or if the event is sponsored by the owner or other supporters, organizers can plan entertainment, luncheons, dinners, refreshments, tours, displays, and special programs. Consider what is suitable to the designation, who is attending, and what sources of support are available. **When ASME Divisions and Sections cosponsor designation ceremonies, all costs should be shared equally.** The sponsoring units are responsible for obtaining adequate funding prior to committing any of those funds.

Two areas that organizers may be considering as planning unfolds are **group transportation** (for tours) and **admission charges** (for museums or social events). This affects the site selection and invitation planning as well.

- Getting groups of people from one location to another or encouraging attendance by providing transportation from a central location (such as a conference hotel) has often been handled by arranging for bus transportation. This is sometimes the only realistic way to bring guests to the site of a landmark or to move guests within a large facility from one building to another. Look into using company-owned buses or finding corporate sponsorship.

- **Do not charge admission**, as a rule. When the designation ceremony coincides with an admission or dinner expense or with a regular Section event, arrange to provide free passes for those who are special guests, such as speakers, news reporters, ASME officers, and company dignitaries. Coordinate this with the invitations being sent.

DATE SELECTION

The final date must be cleared through the staff liaison at ASME headquarters at least 5 months in advance of the event. The commemorative brochure draft must be approved before a ceremony date can be set. A date may be turned down by ASME's staff liaison, for example, if the timing conflicts with a major ASME event or major holiday, if too many landmark events are already scheduled around that time, or if inadequate time is given to planning and preparation.

The Section, cosponsor, and owner should select a tentative date that allows the maximum attendance or exposure for the event. **Consider the audience and the budget:** If it's a major employee event, the timing will probably be during the work week at a time acceptable to company management. If it's a public forum, a week night or weekend date where families can come may be preferred. If several major contractors or donors are involved, the schedule should consider out-of-town travel time. If publicity is of prime importance, consider newsworthy tie-ins to an event or perhaps anniversary dates of major significance. If your budget won't cover food, pick hours before or after mealtimes. If the landmark is in an isolated area, pick a weekend date and plan other activities to make the trip worthwhile.

Many ceremonies are scheduled around Section or Division meetings, to provide the maximum ASME attendance possible. Although your prime audience may be within the community, alumni or employee groups, always consider opening the ceremony up to ASME members and their families, without whom there would be no program.

Setting the date is like a gun firing at a starting gate. Once the date is set, ASME Public Information begins several actions: the presenter is invited (usually the ASME President or his or her chosen representative), the History and Heritage Committee representative is confirmed (also a speaker on the program), staff from Public Information is assigned as your contact, the plaque is written by the Committee, and ASME media potential can be evaluated. After the date is confirmed with headquarters, the sponsoring Section or Division can schedule other deadlines, such as for mailing invitations, newsletter submissions, local publicity, etc

SITE SELECTION

Site selection is up to the organizers, namely the sponsoring Section or Division and owner of the landmark.

Considerations are unlimited, but here are few:

- Since accessibility and visibility are critical to the preservation interests of this program, the ideal location is near the landmark or within easy walking or transportation to include a tour of the landmark.
- If an entrance charge or fee is necessary, consider absorbing this expense within the sponsoring Section or Division budget, at least for ASME members and their spouses or families.

- If a restaurant or dining hall is considered, plan the ceremony so that additional guests can witness the ceremony portion without having the meal.
- Outside logistics should have bad weather alternatives in case of sudden developments, and organizers should consider seasonal extremes with sun and heat, as well as with cold and ice.

Evaluate your site options based on convenient travel accommodations, parking, distance attendees will travel and its effect on timing, comfortable accommodations such as restrooms and seating, speaker accommodations (AV needs), accessibility restrictions (citizenship, disability, age, etc.) and catering options. Previous experience indicates that ASME members value the engineering environment, regardless of frills, as much as any luxury meeting room, if not more.

Judging Attendance

In most cases, attendance will come from local ASME members, landmark owners, and other local people. (The number of invitations, therefore, does not reflect the number of acceptances in terms of ASME leadership, unless held in conjunction with a relevant meeting.) Every effort should be made to welcome and allow the attendance of ASME members, free of charge. Spouse attendance is expected at most ceremonies, especially if guests are traveling or if the event is held during evening and weekend time frames. If the event is scheduled in conjunction with a major ASME event, expect family participation as well. If necessary, attendance can be limited to a specific number of people, and the RSVP contact can monitor this number and cut-off attendance at the limit (allow some flexibility if possible).

On-Site Logistics Check

- Is there a large enough space for the anticipated audience?
- Is there noise interference, adequate ventilation and lighting, and accessibility to electrical outlets, if needed?
- Is clearance guaranteed for guests if area is restricted or owner requires passes?
- Is there adequate parking space for cars (or a bus)?
- Is it clearly stated where everyone is gathering for the ceremony? Are signs needed? Should students or members direct people as they move between rooms or buildings?
- In the event of natural disasters, poor weather, or corporate crisis, who makes the decision to postpone? How would this be implemented?
- Who is responsible for setting up chairs, lectern, and a sound system for the ceremony?
- Is there a speaker's lectern public-address system? Does any speaker need a lectern riser?
- If guests will be standing during the ceremony, are there are few chairs available for the elderly or disabled?

- Has the room or outside area been set up in advance? When can you test the public address system?
- Will you pass out programs at the door? Can they be placed on seats or a table?
- Will you ask people to sign in? Will guests be given name tags?
- Is photographic coverage or videotaping available?
- Who takes care of the plaque prior to and after the ceremony?
- Is there an easel or mounting for the plaque? Do you have ASME banners for hanging and unveiling the plaque?

Contingency Plans

Contact the ASME PI staff contact if problems are anticipated. Sections have experienced power outages, hurricanes, employee lock-outs and other problems before ceremonies. The New York staff and the ASME Regional office staff can keep key guests posted and help notify other members regarding changes in schedule.

INVITATIONS / MAILINGS

Members and guests are invited to the ceremony by the host ASME Section or Division. Usually the ASME host sends formal invitations to its officers and certain staff, including also the guests of cosponsoring groups and the owner (samples are available from the ASME Public Information staff, **see also page 23.**) Discuss who will be invited in general terms with your organizing committee, and ask the owner or agency to provide a list of names. In addition to inviting the operating boards of the appropriate ASME Sections, Divisions, and Regions, ASME Public Information will provide a list of other ASME members to include. For Section or Division members, other than officers receiving invitations, you might consider an open invitation in the newsletter.

If entrance fees or charges are involved, consider how to include any free passes in the appropriate invitations.

Organizers will need to:

- Compile an invitation list (often around 500-700) 3 months before an event.
- Have invitations printed up in a formal style, including a return card with printed envelope and map, 2 months before the event.
- Mail invitations **first class** about 5-6 weeks before the event. Add additional time for overseas mailings.

WARNING:

- ALWAYS mail invitations **first class** and allow 2-3 weeks for responses if they are to RSVP (acceptances only). **Do not mail at bulk rate**, which often takes too long to arrive.

The host Section or Division should send advance letters to certain guests. Consider:

- Heads of companies or agencies that are involved
- Governor and appropriate state officials, including Members of Congress (see Inviting Public Officials)
- Mayor and appropriate city officials
- Representatives from interested local historical societies and civic groups
- Other engineering society representatives
- Retired employees who were involved in the development work
- Section members through the Section newsletter, general mailing, or other means

Approximately 175 names will be on an invitation list provided by the ASME PI staff contact, but if most of these are out-of-town visitors who need to travel just for this event, the number of acceptances will be small. These names include:

- Past presidents
- Board of Governors, Council chairs
- Council on Public Affairs and Board on Public Information
- History and Heritage Committee
- Regional vice president and operating board officers
- Region, Section, and Division operating boards and executive committees
- Executive director, senior staff, and select editors
- Regional directors

Maps showing main highway exits, airport or transportation stations, and appropriate streets into the ceremony site are often printed on the back of the engraved invitation. This avoids last-minute directions and helps out-of-towners find their way.

Inviting Public Officials

Since ASME interacts with government officials through its government relations programs, Sections and Divisions should consult with the director of Government Relations in the ASME Washington Center (202-785-3756) *prior* to issuing invitations to senior government officials: governors, US Congressional members, federal department and agency heads, cabinet members, and the Vice President or President of the United States. In most cases, letters of invitation will be issued by the ASME President or Executive Director, as appropriate.

P R O G R A M M I N G

Generally, the Regional vice president of ASME, Division chair or cosponsoring representative opens the program and acts as an emcee, introducing the various speakers. Two key speakers from ASME are required to be on the program: a representative of the History and Heritage Committee (assigned by the Committee) and the

presenter of the plaque, both arranged through the H&H staff liaison.

Though a variety of programs have been given throughout the years, a typical ceremony runs about 30 to 45 minutes (see page 26). If your guests are standing during the ceremony, keep the speeches short and meaningful. The line up includes:

Minutes	Program role	Speaker
3	Welcome	Regional vice president, Division chair or other emcee <i>*Unannounced honored guest (such as a political figure), if the occasion arises</i>
3	Introductions	ASME host or co-sponsor, who acknowledges guests in the audience and on the program
3	Landmarks Program	H&H Committee member (assigned by H&H Committee)
10-15	Artifact/Collection/ Site History	1 or 2 people knowledgeable about the history of the designation
5	ASME Plaque Presentation	ASME President or representative
5-10	Acceptance	Owner or representative on site
3	Closing	Regional VP or emcee
	Tour and Refreshments	

The asterisk (*) is where the emcee can introduce any politician or VIP who would like to say a few words in acknowledgment of the designation. (Rarely is this known in advance and should not be printed in the program.)

Often planners will attempt to schedule a related event or a major address, either during or in conjunction with the ceremony, with the intention of increasing attendance. If included in the ceremony, these accompanying activities should address the designation directly. Do not invite speakers or plan competing activities that will overshadow the plaque ceremony. This includes awards by the Section or owner not directly related to the plaque ceremony — certificates of appreciation to the designers or Section organizers, etc. — which should be presented separately. **Special keynote speakers should address the landmark status or the history of the landmark.**

Being a good host

Everyone on the program should receive VIP treatment — invite them by letter as early as possible, keep them informed of changes, help them with arrangements for

accommodations and local travel, and give them precise instructions where to gather before the ceremony so that they can be introduced to the other speakers in advance. Know when overnight guests are arriving, where they are staying, and how to reach them before the ceremony in case of emergency.

Some considerations:

- If your program includes several prominent out-of-town guests, your Section or Division may want to take the opportunity to gather a small group for a meal, before or after the ceremony. Most speakers won't want to extend their trips for this, but may be coming in early or staying overnight in order to ensure adequate time for the ceremony.
- Do the opening comments at the beginning of the program include the introduction of key people who are not on the program but are attending?
- If there are employees or retirees who have instrumental in the development or ongoing achievements of the artifact or system being honored, how will they be recognized? (Surprisingly, experience has taught that too often engineers are overlooked during the ceremonies — sometimes just asking for a show of hands for anyone left out has resolved the oversight.)
- Design team reunions or the presence of a designer or early operator can make an event special. If this can be determined early enough, perhaps an oral history session can be arranged. A selection of one of these people as a second speaker on the history of the item should be considered.

Printing the Program

For most ASME ceremonies, a written program listing the speakers and involved groups is prepared about 2 weeks before the event. Samples are available to organizers, from the H&H staff contact. It is often a single sheet, sometimes folded like a booklet, which is photocopied or printed (see page 26).

GUEST INTRODUCTIONS / ACCOMMODATIONS

Among the many details on the day of the event, the sponsoring unit of ASME will be the host for a variety of people, some of whom are strangers. Every guest should be welcomed and invited to join in, take a seat, or to do whatever you hope guests do. Involve other ASME members in helping greet and orient guests during the event. Speakers and VIP guests should be quickly identified, introduced to key participants, and shown where they should be and when the program will actually start. Some considerations:

- Do any of the guests need assistance in arranging travel or hotel reservations?
- If any of the speakers, special guests, or VIPs need transportation from the airport or hotel, is someone available to escort them? (Knowing exactly where

certain people are just prior to the ceremony can help keep the ceremony on schedule.)

- Where can the speakers gather before the ceremony?
- Who will introduce the speakers to each other and to key representatives before the ceremony?

For the most part, all guests have similar expectations of social events. In addition to a timely invitation, they want to know certain things — where should they go, can they meet others easily, can they witness the ceremony, can they see the historic machine or system, and can they continue to socialize for a bit before they leave. Within that progression, ask yourself what people will expect from a host. Have they traveled far to join the celebration? How can you make it easier for them?

PUBLICITY AND PROMOTIONS

Local publicity is the responsibility of the sponsoring Section or Division, because local contacts are often the best. Cooperate with the media efforts of the owner, but be sure that the mechanical engineering aspects being honored by ASME International are the ones cited. A release should arrive in local media outlets 2 weeks before the event (see page 23), and follow-up calls should be made a week before to be sure the ceremony is on the calendar, and reporters know to come. Media attendance usually will depend on competing news that day, the pull of owner as a major employer or community leader, and visual impact of the technology for photographers and television crews.

Media can be used either to encourage attendance at the ceremony or simply in recognition of the honor. Announcements should focus on the ceremony (not the approval), since the designation is only official when the plaque is presented. The newsworthy aspect is that this event is happening. The **sample of the local news release** in this guide (page 23) was written to emphasize the local and regional aspects of the landmark (e.g., the owner's story, the visibility within the community, etc.). The use of the plaque wording helps keep ASME's focus.

Remember that only the sponsoring Section or Division chair speaks on behalf of the Section or Division, so the release should be cleared through the appropriate authority. When referring to a landmark, site or collection, note that ASME uses the words *designate* or *designation*, NOT *dedicate* or *dedication*. When listing examples of other landmarks, consider substituting others in the state or region, others with similar technology, or the ones given in the sample. End the release with a short paragraph of identification of ASME International, like the one shown. If you have any questions regarding media, your ASME PI staff contact can help you.

ASME Public Information also assesses the media potential within the trade and technical press and major general media outlets. Appropriate news releases will be prepared and distributed by the Public Information staff. Additional press pho-

tographs, company information, and interview possibilities may be requested, to support story development. The designation will also be a part of all areas of landmarks-program promotion, including Internet listings, roster updates, etc.

Some other considerations:

- Have you invited news reporters and magazine editors to attend the ceremony or dinner? This can be done in a cover letter attached to a release. Be sure to follow up the invitation with a call. Meet the reporters or editors before the ceremony and introduce the ASME president and other appropriate people.
- If you are having a dinner, set aside a few complimentary tickets for media people who wish to attend. Seat them next to an ASME member who can discuss the event with them and explain ASME.
- Can you make last-minute copies of prepared remarks if a reporter requests them? The ASME president who presents the plaque will often speak from prepared notes that could be helpful to a reporter.
- Have you arranged to have pictures taken of the ceremony and the plaque?
- Have you anticipated any problems or conflicts among different interest groups? Do not face potential media crisis alone (see below).
- Do you have press kits available that contain copies of the release, brochure, program, photos and speeches?

Media Crises

In addition to its primary purpose of preservation and historical recognition, the public relations value of designation ceremonies has been immense, both in educational and image aspects. ASME's name appears before millions annually, as people read about ceremonies, see them in the news, or visit the sites. On occasion, conflicting interests arise among community or activist groups and become featured in the media at the time of the ceremonies. Examples of these involve pollution, labor, and land development issues. These situations usually have histories of their own, which should be acknowledged within the nomination and planning process. The nominator has responsibilities to assist ASME Public Information with fact gathering and communications before a media crisis occurs.

When there is conflict, here are some guidelines:

- Receive all media requests courteously and help provide objective facts, in proportion appropriate to the situation, for reporters, editors, and broadcast producers.
- Do not guess or speculate in response to questions. Defer to the ASME spokesperson assigned to the event, usually the presenter of the plaque.
- Contact ASME Public Information's staff liaison.

The goal is to provide a calm, competent authority to answer questions quickly,

fully, and frankly, with discretion. ASME Public Information will, in turn, prepare to address legitimate requests and avoid confrontations based on imagery, symbolism, or opportunism. To assist the staff, please identify the following: each group, its tactics, and its objectives; key opinion brokers or influence factors; and the owner's vulnerability (including legislation, litigation, and labor issues) and means for handling conflicts.

The organizer's role on-site is crucial to ASME's ability to respond, but not as its key spokesperson. Keep alert to all statements made in the media, and advise ASME Public Information accordingly. Assess the potential responses of each publication or broadcast company based on its past coverage of similar events and issues. Finally, be prepared to brief key people, and know where to reach everyone at all times. The ASME organizer is essential in providing a coherent response in cooperation with the owner of the landmark.

EVENT FOLLOW UP

- Send thank-you letters to speakers and owner organizers.
- Send copies (700) of brochure to ASME PI staff contact.
- Confirm location of mounted plaque (final display) and notify ASME headquarters.
- Send photos and videotapes of plaque and ceremony to staff contact.
- Send local clips from newspaper coverage and notes on TV and radio coverage to staff contact

MEMORABLE MOMENTS

- The first ASME landmark – the Ferries and Cliffhouse Cable Railway Power House in San Francisco – set a festive tone for future celebrations. A brass band played period music, members wore straw hats and strolled the power house sampling California wine and hors d'oeuvres.
- More than 600 guests toured the Steamship William G. Mather (Cleveland, Ohio) the day of the designation ceremony. ASME members were given free tour tickets for use between certain hours, in case they didn't get in that day. T-shirts, buttons, and posters were made for the event and sold for nominal prices.
- Members at the ceremony for the Lookout Mountain Incline Railway (Chattanooga, Tennessee) were serenaded by an old-time band during the on-site celebration. The Section had several days of events planned, including an elegant dinner that hosted interested industry and corporate leaders, for the Section's first major event to draw area employers.
- Hurricane Gloria once swept through the northeast coastal area just in time

to postpone the landmark ceremony for the *Emery Rice* engine at the US Merchant Marine Academy in Great Neck, New York. It was held a few weeks later without mishap.

- The Ljungstrom air preheater (Stockholm) held a three-day event over a national holiday weekend, including a day-long seminar on the technology, a countryside May-pole raising, and steamboat trip — it also brought together the industry leaders from all over world for corporate-sponsor ABB.
- The ceremony scheduled for NASA Ames Unitary Plan Wind Tunnel (Moffett Field, California) intended to draw members attending the ASME's International Congress, but an unprecedented federal government “furlough” caused by a budget impasse postponed the event until later the next spring. The ceremony was held the day before the Montgomery glider was designated (Redwood City), making it a two-day, two-landmark weekend event for many guests.
- Members who met for breakfast prior to a morning ceremony for the Soil Dynamics Lab in Auburn, Alabama, suddenly discovered the plaque — which had been completed for more than a year — was still sitting in storage at New York headquarters. Quick-thinking members improvised with a framed substitute with wording done in calligraphy.
- The Bay City walking dredge near Naples, Florida, excited Everglade environmentalists — the local news announcement of the event drew some stray commentary that was negative, although the event went unfettered by protests (ASME Public Information prepared speakers for rebuttal).
- Three Saturn V rockets were designated simultaneously at different NASA sites across the United States — Alabama, Florida, and Texas — connected via televised satellite.

WORKSHEETS

DEADLINES

Planning a ceremony involves many details and deadlines. The most critical of these involve the brochure, plaque, invitations and setting of the date. Experience shows that at least 6 months is needed. On the chart below, planning for a July event should begin in January.

First, the most time-consuming element of planning is brochure preparation (B). Since the rough draft (see guidelines) must be approved by the H&H Committee before a ceremony date can be set, begin assigning the project and writing the draft immediately. Submit a rough, but complete draft of the brochure manuscript 3-4 months in advance. Allow 1 month for review.

Upon approval of the brochure, select the ceremony date (D) with 5 months lead time — **the date must be cleared with the Public Information staff liaison.**

The plaque (P), which is written by the H&H Committee, should be reviewed by the Section and owner and then finalized no later than 2 months prior to the ceremony.

Invitations (I) to the event must be prepared no later than 2 months ahead and sent out 5-6 weeks in advance, **first class mail only.**

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
B	D	R		PI		E											
	B	D	R		PI		E										
		B	D	R		PI		E									
			B	D	R		PI		E								
				B	D	R		PI		E							
					B	D	R		PI		E						
						B	D	R		PI		E					
							B	D	R		PI		E				
								B	D	R		PI		E			
									B	D	R		PI		E		
										B	D	R		PI		E	
											B	D	R		PI		E

Critical lead times:

B	Brochure begun	6-month lead, assuming short print schedule
D	Date set	5-month lead, approval by Public Information staff liaison
R	Review of brochure begun	3-4 month lead, approval by History and Heritage Committee
P	Plaque finalized	2-month lead, minimum
I	Invitations sent	6-week lead, first class mail only*
E	Event	

*Apply addition shipping time for international events.

CHECKLIST

6 months

1. Review MS-72, and ask staff contact for materials and samples.
2. The brochure requires the longest lead-time of any element in the ceremony. Begin writing the manuscript before nearly any other action takes place, in order to allow time to make corrections and revisions after the review by the History and Heritage Committee. Note: the brochure must be approved before a ceremony date can be set.
3. List addresses, phone, and fax numbers for all organizers and key participants:
 - Section chair, H&H, organizer
 - Regional VP, H&H, director
 - H&H Committee representative, PI staff liaison
 - Plaque presenter (ASME President, Past President, Board of Governors, etc.)
 - Division VP, Div. representative
 - Owner, owner's organizer, owner's PR contact
 - Cosponsor VP and organizer
4. Identify support groups: historical organizations, museum curators, chamber of commerce, engineering groups, employee alumni, nearby Sections, etc.

5 months

5. Begin to hold planning meetings. First, announce approval of nomination, what it means in terms of commitments. On the agenda: introductions, walk-through of a basic ceremony day, program ideas, assignments, budget, tentative date for the ceremony, identification of special guests to invite immediately, publicity. See Assign and Schedule, below.
6. Select the date and clear it with the ASME Public Information staff liaison.
7. Assign and schedule:
 - programs and guest arrangements
 - invitations
 - logistics
 - publicity

- | | |
|-------------------|---|
| 4 months | 8. Revise brochure manuscript, generally no later than 4 months, to incorporate Committee changes. |
| 3 months | 9. Complete details of planning, including contingency plans for emergencies (cancellations, etc.) and newsletter announcements to Divisions and Sections. |
| 2 months | 10. Send to staff contact, no later than 2 months:
clearance on the final plaque wording, agreed upon by all
program draft
invitation draft
publicity photos (with written permissions) |
| | 11. Receive from coordinators: labels for invitations, brochure boiler-plate information, news release draft for local media. |
| 6 weeks | 12. Invitations mailed at least 5 weeks before event, FIRST CLASS mailing. |
| | 13. Check logistics, complete written programs, reconfirm guest accommodations and arrivals. |
| 1 month | 14. Execute publicity plans to encourage attendance, increase exposure, etc. |
| | 15. Send extra 700 brochures to ASME PI, staff contact. |
| On-Site | 16. Set up. |
| | 17. Distribute brochures and programs. |
| | 18. Meet and escort VIPs (speakers and special guests) to and from ceremony. |
| Post-event | 19. Report to staff contact on attendance and media. Include recommendations for other ASME organizers. |
| | 20. Section sends thank-you letters to speakers and organizers. |
| | 21. Plaque must be mounted and location reported to staff contact. |
| | 22. Survey condition and accessibility of designation on a regular basis. |

Use the following chart if it helps you schedule your time. It may be helpful to photocopy this checklist or the following chart for all participants in the planning meetings.

P L A N N I N G W O R K S H E E T

For your planning, fill in the months, working back from the event date, and add planning steps as needed. A detailed description of all the steps is reviewed in the preceding pages.

Assignment	Persons Responsible	MONTHS: Due no later than . . .						
		6	5	4	3	2	1	Event +
Planning (numbers refer to steps in checklist)		1-4	5-7	8	9	10-13	14-15	16-22
Brochure		draft		revise	produce	print	distribute	store for queries and redistribution
Plaque (provided by the History and Heritage Committee)					review		due	present, mount
Logistics			arrange		final		confirm	thank
Program and Guests			ideas	invite	assist	write program	confirm print	thank
Invitations			ideas	plan	announce	draft, labels mail	RSVPs	
Publicity			ideas		news-letters	write releases	local	local, assess
Notes:								

SAMPLES

News Release

[Place local releases on Section or Division letterhead.]

For Immediate Release

Contact: Jo Member

555-555-5555

MemberJ@asme.org

MECHANICAL ENGINEERS HONOR EARLY SCOTTVILLE MACHINE

NEW YORK, July 29, 1999 — Engineers and enthusiasts of old machinery will pause this Aug. 1, to pay tribute to an early turn-of-the-century internal combustion engine.

The Old Engine Club in Scottville, Mich., will host a designation ceremony honoring the Bessemer conversion engine, which allowed steam engines on oil-drilling sites to be converted to more efficient gasoline-powered systems. At the 7:30 p.m. ceremony, the engine, developed by the Bessemer Gas Engine Company and currently owned by Jane Owner of Rockford, Mich., will be named an ASME Historical Mechanical Engineering Landmark by ASME International (American Society of Mechanical Engineers).

The honor places the Bessemer engine among nearly 200 other mechanical engineering achievements distinguished for their contribution to technological progress and public service.

The Bessemer engine was designed as a retrofit for the steam engines used on the site of oil producing wells in Pennsylvania, West Virginia and other regions. It essentially converted the steam engines to more efficient, harder working internal combustion engines. The Bessemer kit included a cylinder, auxiliary flywheel, and friction clutch and pulley connecting to the steam shaft.

- more -

Bessemer / Pg. 2

The Bessemer conversion engine provided a strong economic benefit. The engine ran on gas, which was processed from oil available in abundance on the drilling sites.

According to an ASME plaque to be presented in Scottville, the Bessemer engine illustrates the transition to internal combustion, and how machine life can be extended by clever adaptation of newer technology to save costs and resources.

The engine being cited by ASME has been fully restored following an 88-year tour of duty in and around Brookville, Pa.

The mechanical engineering landmarks program is administered by the History and Heritage Committee of ASME International. Other landmarks include the Saturn rocket and Voyager space probes, Edison phonograph, Saugus ironworks and Ljungstrom air preheater.

ASME, with 125,000 members around the world, is focused on technical, educational and research issues. It conducts one of the world's largest technical publishing operations, holds some 30 technical conferences and 200 professional development courses each year and sets many industrial and manufacturing standards.

###

Invitations



ASME International

The San Francisco Section of

ASME International

cordially invites you to attend a ceremony

designating the

SS Jeremiah O'Brien

a Historic Mechanical Engineering Landmark

Tuesday, the eighteenth of September 1984

at a 4:30 PM ceremony and

at a 5:30 PM cocktail reception

On board, alongside Pier 3, Fort Mason

Golden Gate National Recreation Area

San Francisco

RSVP (acceptances only) by 10 September

Reply card enclosed or call 555-555-5555

Guests wishing to tour the vessel prior to the ceremony

are welcome to do so after 3 PM.

The Florida Section of

ASME INTERNATIONAL

cordially invites you to attend a ceremony designating

THE FMC WHOLE CITRUS FRUIT JUICE EXTRACTOR

a Historic Mechanical Engineering Landmark

March 24, 1983

11:15 AM

Florida Department of Citrus Auditorium

Fairway Avenue

Lakeland, Florida

RSVP

Acceptances Only by March 10

(555) 555-5555

Program

<p>ASME History and Heritage Program</p>	<p>ASME History and Heritage Committee</p> <p>R. Carson Dalzell, PE, Chair Robert B. Gaither Richard S. Hartenberg J. Paul Hartman Euan F.C. Somerscales Joseph van Overveen Robert M. Vogel [art]</p>	<p>Landmark Ceremony Program</p>
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**Pitney Bowes
Model M
Postage Meter
1920**

Historic Mechanical
Engineering Landmark
Pitney Bowes Inc.
Stamford, Connecticut
September 17, 1986



For more information about the ASME International History and Heritage program, contact ASME Public Information 23S2, Three Park Avenue, New York, NY 10016-5990; 212-591-7740; or on-line at <http://www.asme.org>

front and back

<p>About Landmarks</p>	<p>The Pitney Bowes Model M Postage Meter was manufactured during the first production run than began in 1920, the same year the Program device was approved by the US Postal Service. The concept and design stemmed from Arthur H. Pitney who, with Walter H. Bowes and assistance from Walter H. Wheeler, Jr., developed a working prototype. On November 16, 1920, the first postage meter went into use at the Stamford Post Office in Connecticut.</p> <p>The ASME History and Heritage program illuminates our technological heritage and serves to encourage the preservation of the physical remains of historically important works. It provides a roster for engineers, students, educators, historians and travelers, establishing persistent reminders about where we are going along divergent paths of discovery.</p>	<p>Welcome Thomas R. Loemker, President Pitney Bowes Business Systems</p> <p>Introduction Wellen G. Davison ASME Vice President Region III</p> <p>ASME Landmark Program Euan F.C. Somerscales ASME History and Heritage</p> <p>Meter History Robert A. Vanourek Group Vice President Mailing Systems-Pitney Bowes Business Systems</p> <p>Plaque Presentation Nancy D. Fitzroy ASME President</p> <p>Acceptance George B. Harvey Chair and President Pitney Bowes Inc.</p> <p>Significance Francis E. Gardner Program Manager Classification Support Office of Classification and Rates US Postal Service</p> <p>Closing Joseph C. DeFranco ASME Fairfield County</p>
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inside

PREPARING A BROCHURE

Introduction

The Historic Mechanical Engineering Recognition Program was started in 1971, to provide a public service by recording and acknowledging mechanical engineering achievements of particular significance. The most visible aspect of this program is the designation of Historic Mechanical Engineering Landmarks, Heritage Sites, and Heritage Collections. While a permanent bronze plaque is mounted on or near the landmark, a written record of its history and significance is an equally important part of most designations.

Landmark designations attract the attention of the public and the media as well as ASME members, so it is important that all aspects of the ceremony, including the brochure, make the best possible impression. (All references to landmarks apply to sites and collections also.) A well-prepared and attractive brochure will:

- be an accurate record of information about the landmark
- provide accurate information to the news media both before and after the designation ceremony
- be a memento for attendees at the designation ceremony
- be an archival source useful to the historian
- be a reminder to the owner of the landmark of its significance
- advises members of ASME and other technical societies of this History and Heritage activity
- be an effective tool for ASME to use in its public relations efforts

It is the responsibility of the sponsoring Section, Region, or Technical Division to prepare and print the landmark brochure. While there is some flexibility to suit each situation, all brochures must meet certain criteria with respect to content and format. This guide assists in the preparation of complete, attractive landmark brochures. While a brochure is not mandatory for a site or collection, the Committee strongly encourages its preparation as valuable record to ASME.

Procedure

To ensure accuracy, completeness, and compliance with ASME requirements, the production of a brochure should be carried out as follows:

1. The sponsoring unit (Section, Region, or Technical Division) should start preparing the brochure immediately after being notified, in writing, that the Committee has approved the nomination. **The ceremony date cannot be set until the brochure is approved by the H&H Committee.**

2. The sponsoring unit selects the author(s) of the brochure based on technical expertise and writing experience. This should be done with care, because the author will determine the quality of the brochure and adherence to the production schedule, more than any other factor. There are several possible sources, such as the unit member who prepared the nomination, the landmark owner, or a related historical society. The History and Heritage staff contact at ASME headquarters can also be of help in identifying an appropriate author if necessary.

3. Quite a bit of research was necessary to produce a successful nomination and can be used in the text, but additional photographs, drawings, etc., are usually needed to flesh out the brochure. Since it takes some time to get copies of these that are suitable for reproduction and, sometimes permission to publish, this task should start as soon as possible.

4. When the manuscript draft is complete, submit four (4) copies of it to the staff contact in New York. The manuscript must be reviewed and approved by the History and Heritage Committee prior to publication. The final brochure layout is not required for this submittal, but photostat copies of illustrations, where possible, and captions should be included. Be sure to include the author's name, address, and telephone number in a cover letter.

5. History and Heritage Committee members will review the manuscript for accuracy, content, grammar, and style. This review will be detailed, and manuscripts that fail to satisfy these guidelines will not be approved. The reviewers expedite it as quickly as possible, but the review process may take several weeks depending on the research and communications necessary to ensure accuracy and completeness. The Committee will then notify the unit whether the manuscript is approved, or if a resubmittal is required. If a resubmittal is indicated, the Committee will identify the problem areas and make suggestions for improvements.

6. Once the sponsoring unit has been notified, in writing, that the manuscript has been approved, production of the brochure (typesetting, layout, printing, etc.) can begin. At this time, a ceremony date can be set. The sponsoring unit preferably prepares the final, printed version, both to simplify administration and to avoid overloading the limited resources of ASME Public Information. If production assistance is needed, however, contact the staff liaison.

DO NOT UNDERESTIMATE the time involved in brochure production. It can easily take *EIGHT weeks* to research and write the manuscript, *SIX weeks* for the History and Heritage Committee approval, and *FOUR weeks* for layout and printing—a five-month process. This time may be greater if manuscript changes or other production difficulties are experienced. **Plan for six to seven months.** See Deadlines and the planning checklist.

Format of the brochure

To present a consistent image of the Society and to adhere to a document format recommended by librarians and historians, a standard 8 1/2- by 11-inch, vertically

oriented page, with the brochure bound on the left side is preferred.

Since the ASME logo is a registered trademark, there are specific rules governing its use. This logo, including the ASME cloverleaf, registration mark, and the full name of the society, must be used without alteration. Consult ASME Manual MS-73, *Graphics Guidelines*, for details and reproducible samples of the logo. This manual is available on request from ASME Public Information in New York.

The logo of the landmark owner, builder, and/or operator may also be used on the brochure, but not in a fashion that would be construed as advertising or promotion. Companies and logos often change over the years, so it may be more effective to use logos that match the vintage of the landmark. Be sure to clear all use of logos in advance with the owners.

The text format may be either single or double column. Space any illustrations attractively throughout the brochure, close to the portions of the text relating to them. (See **Illustrative Material section, page 31.**)

The choice of paper and type style can often reflect the period of the landmark, but avoid extremes. The paper, whether coated or uncoated, should be opaque to prevent see-through and heavy enough not to be considered flimsy. Select either smooth or lightly textured, but avoid heavy textures, since they can inhibit good reproduction of photographs. Print full color on white paper, but light colors, such as ivory or gray, may be used if there is only one color of ink. All edges should be trimmed smooth and square. Except the cover and “The American Society of Mechanical Engineers” text portion of the logo, avoid the clutter of using several type (font) styles. Careful use of italics for captions and certain proper names is, however, often attractive. Be sure to use an easily-readable type size and leave adequate margins.

The cover page of the brochure should include:

- a descriptive title of the landmark, similar to the title on the plaque
- the text, “A National (or A Regional or An International) Historic Mechanical Engineering Landmark” (or Heritage Site or Heritage Collection)
- the date and location of the ceremony
- the complete ASME logo, placed according to the MS-73 manual guidelines
- a photograph, drawing, or rendering of the landmark. This can occupy the entire cover with text superimposed on it, or it may fill only part of the page. Some artistic freedom is permissible here, but the result must be in good, professional taste.

The inside of the front cover may be used for text or illustration, or it can be left blank.

The back cover may be used for “boilerplate” text if necessary, but a blank page achieves a more-professional appearance. A simple illustration or related logo can be quite attractive. The ASME book number, available from the staff liaison, must appear near the bottom on the back cover.

Content of the Brochure

A landmark brochure serves most importantly as an essential historical document, not simply as a visitor promotion or tour guide. It explains how and why the artifact really is a “landmark” achievement. Whether separated into specific sections or integrated into a unified narrative, the brochure should include:

-  **the history and significance** of the landmark. This narrative of its birth, life, and retirement should also describe the industrial, scientific, and societal needs met by the landmark, and its influence on subsequent designs and events.
-  **technical background information** on the mechanical engineering aspects of the landmark. This material should be written so that it is understandable and useful not only to engineers, but also to intelligent, educated persons who may not be experts in technology.
-  **a description** of the landmark and its significant features, including technical specifications.
-  **biographical sketches** of the individuals most responsible for the design, construction, and use of the landmark, as appropriate and available. (See Resources section.)
-  **the plaque wording** in the final form approved by the History and Heritage Committee. Ideally, though not mandatory, this will be a close facsimile of the plaque proportion and style. This can be located anywhere appropriate within the brochure, but it is generally set apart from the text, much like an illustration.
-  **a bibliography** or references for further reading to aid engineers, historians, and lay persons interested in additional study. This should be a titled section following the main text of the brochure.
-  **acknowledgments** of the assistance received from individuals and organizations during the nomination, brochure preparation, and designation process. If the author’s name does not appear at the end of the text, acknowledged him/her in this section, also. This should be a titled section near the end of the brochure.
-  **certain boilerplate information** about ASME and the landmark owner. (See **Boilerplate Information** section, pages 34-35 for details.)

The History and Heritage Committee recognizes that there are, depending on the particular landmark and author, several styles of writing and organization that can satisfy these requirements. The author has considerable freedom in this area, as long as all of the above requirements are met in a professional manner. Concise prose is recommended. Avoid excessive use of the passive voice. Avoid journalese, public relations jargon, or an excessively chatty style. The Committee reserves the right to reject a manuscript for stylistic or other reasons.

People and their personal stories are important to the telling of history. The roles of the landmark owner, builder, and others should be fully covered in the historical narrative and acknowledgments, but the brochure should not be written mainly to promote these or any other individuals or organizations. Advertising is not permitted in an ASME History and Heritage brochure.

Illustrative Material

The importance of photographs, drawings, schematic diagrams, and other graphic materials to illustrate and enhance the text can hardly be overemphasized, but these materials must be chosen and used with care for maximum effectiveness. The following are guidelines for the selection and use of such materials:

- At least one contemporary photograph of the landmark, taken as near as possible to the date of the ceremony, is essential. It, or another similar one, may also be a good cover illustration.
- Photographs that illustrate the service history of the landmark or its development and modifications are very desirable, but they should be carefully selected to embellish the text.
- Photographs of specific details may be useful for illustration of the most significant features of the landmark.
- If the landmark is a device that was applied to other, recognizable machines, include photographs of some typical applications.
- Artistic renderings or engravings of the landmark, if available, may be an attractive addition to the photographic coverage, but these should be carefully checked for accuracy and suitability before use. These are sometimes the only early illustrations available of very old artifacts.
- Sectioned assembly drawings that show the interior structure of the device are generally useful to the reader; however, they must be chosen with great care. Drawings that are very complicated should be avoided, and engineering drawings of details are usually not appropriate. If a substantial reduction in size is required to fit the available space, the changes in text size and line weight may make the drawing unreadable.
- Schematic diagrams and simplified drawings based on engineering drawings are excellent for presenting information to lay persons as well as engineers. Label them to show specific features and the mode(s) of operation, as appropriate. Such drawings must be of high quality and should be prepared by a professional artist or drafter.
- Patent drawings are not usually satisfactory, because they can be difficult to read without substantial experience with this type of drawing. There are occasions, however, when one can provide unique insight into a machine's design or operation, but this should be very carefully evaluated.

- All illustrations should be accompanied by clear, concise, descriptive captions. If the text refers to specific illustrations, then all of the illustrations should be numbered (Figure X) so that the text can refer to each one without confusion. Where possible, date the illustrations, and include photographer credits as appropriate.
- Most landmark brochures use only black-and-white illustrations. If color reproductions of photographs or other illustrations are used, pay particular care to the quality of the color separation and to the registration during printing. While high-quality color can be quite impressive, it is much more difficult, time-consuming, and expensive than black-and-white reproduction. On the other hand, anything less than the highest quality of color printing is very noticeable and distracting.

Resources

Ask ASME Public Information for examples of successful brochures that incorporate many of these guidelines. You can also get copies of brochures that demonstrate a variety of styles and formats acceptable to the Committee from Section, Region, and Technical Division History and Heritage officers. They receive copies of new landmark brochures twice a year.

Several publications are available, either at libraries or bookstores, which can be very helpful in the preparation of a landmark brochure. A few of the general resources are:

- ***The Chicago Manual of Style***, 14th ed., ISBN 0-226-10389-7 (hardback), Chicago: The University of Chicago Press, 1993. Standard reference for preparing copy, used by authors, editors, copywriters, and proofreaders.
- ***Dictionary of American Biography***, Edited by the American Council of Learned Societies, 17 vols., ISBN 0-684-1679-4, New York, Scribner Book Company, 1981.
- ***Engineering Index***, New York: Engineering Index, 1884 –, Monthly. The most comprehensive English-language abstracting service in engineering and its subdisciplines, including author indexes, annual cumulation, and related services.
- ***Graphics Guidelines***, ASME Manual MS-73, New York: ASME, 1988. ASME guide to the graphics treatment of logo, booklets, programs, manuals, newsletters, stationery, and forms.
- ***Mechanical Engineers in America Born Prior to 1861: A Biographical Dictionary***, New York: ASME, 1980.
- ***Pocket Pal: A Graphics Arts Production Handbook***, 17th Ed., Memphis, Tenn.: International Paper Co., 1997. Useful to editors and production people with information on typesetting, printing, and binding.

Another resource is *Mechanical Engineering TimeLine*, a chronology of mechanical achievements from the vehicular wheel to 1980, citing major contributions in various areas, in data base form. Select inquiries may be made through ASME Public Information in New York. Call 212-591-8159 for further information.

Expert advice and guidance during the production process can usually be obtained from one or more of the following sources:

- Commercial printers
- A Section or Division member's employer, or the landmark owner, may have a graphic arts department or print shop whose services are available for a reasonable fee. Sometimes an employer will even donate these services. Even if such a department cannot provide the production services, it may still offer good advice.
- Commercial art studios
- Free-lance graphic designers
- The ASME Public Information department can, in exceptional cases, provide some assistance in preparing a brochure, but its resources for this kind of work are limited, and it should be considered only if all other resources are unavailable.

The sponsoring unit is responsible for the costs involved in producing a landmark brochure, as it is for most other portions of the designation. It is often possible to obtain material and financial assistance for the project from one or more of the following:

- The landmark owner
- The landmark builder
- Members' employers, such as the printing assistance noted above
- A local, or related technical, historical society

Limited financial assistance may also be requested through the staff liaison if unit resources and contributions prove inadequate.

Boilerplate Information

Every brochure must contain a certain amount of routine information, called "boilerplate." This includes a description of the American Society of Mechanical Engineers and the landmark owner and other participating organizations (as appropriate). The text that follows, including headings, must appear at the end of the brochure. Fill in the blanks with names and information obtained from the staff liaison. As noted earlier, substitute "site" or "collection" for "landmark" in this text when appropriate.

It is essential that all names be checked and rechecked for proper spelling to avoid insult and embarrassment. To avoid errors, the Committee recommends that titles (Dr., Prof., etc.) not be used, however, ASME policy encourages the use of P.E. for registered professional engineers. If titles must be included, take great care to ensure accuracy and consistency so that none are either omitted or added.

The boilerplate text that must be included in every brochure is as follows:

The History and Heritage Program of ASME

The ASME History and Heritage Recognition Program began in September 1971. To implement and achieve its goals, ASME formed a History and Heritage Committee, composed of mechanical engineers, historians of technology, and the Curator Emeritus of Mechanical and Civil Engineering at the Smithsonian Institution. The Committee provides a public service by examining, noting, recording, and acknowledging mechanical engineering achievements of particular significance. The History and Heritage Committee is part of the ASME Council on Public Affairs and Board on Public Information. For further information, please contact Public Information, the American Society of Mechanical Engineers, Three Park Avenue, New York, NY 10016-5990, 212-591-7740; fax 212-591-8676.

An ASME landmark represents a progressive step in the evolution of mechanical engineering. Site designations note an event or development of clear historical importance to mechanical engineers. Collections mark the contributions of several objects with special significance to the historical development of mechanical engineering.

The ASME Historic Mechanical Engineering Recognition Program illuminates our technological heritage and serves to encourage the preservation of the physical remains of historically important works. It provides an annotated roster for engineers, students, educators, historians, and travelers, and helps establish persistent reminders of where we have been and where we are going along the divergent paths of discovery.

The American Society of Mechanical Engineers

- _____, President
- _____, Vice President, _____ Technical Group (if a sponsor)
- _____, Vice President, Region ____
- _____, History & Heritage Chair, Region ____
- _____, Senior Vice President, Public Affairs
- _____, Vice President, Public Information
- _____, Executive Director
- _____, Director, _____ Regional Office

The ASME Section (Subsection, Group)

- _____, Chair
- _____, Vice Chair
- _____, Secretary
- _____, Treasurer
- _____, History & Heritage Chair

The ASME Division (if a sponsor)

- _____, Chair
- _____, Vice Chair
- _____, Secretary
- _____, Treasurer
- _____, History & Heritage Chair

The ASME History & Heritage Committee

- _____, Chair
- _____, Secretary
- _____
- _____
- _____
- _____
- _____
- _____
- _____, Staff Liaison

(Title of other sponsoring society)

If other technical societies are involved in the nomination and designation, include information similar to that shown above for ASME.

(Name of organization owning the landmark)

List the top officers of the organization.

Style Sheet for History and Heritage Brochures

ASME Public Information uses Webster's *New Third International Dictionary*, Unabridged, and follows it for all spelling and capitalization preferences, for the broadest application to all audiences. The abridged version that Public Information uses is Webster's *New Collegiate Dictionary*. If two spellings are provided, the first is preferred. If spellings differ between dictionaries, follow the most recent publication.

For other matters not dealt with in the dictionary, use *The Chicago Manual of Style*. Follow a more formal style and previous brochures, in accordance with the MS-73 Graphics Guide.

Exceptions: (1) For numbers, use a formal, nontechnical style except in those portions of text with frequent occurrences, such as tables, lists, certain loaded paragraphs. (2) Use the serial comma: a, b, and c. (3) Capitalize certain segments of ASME names. See ASME Capitalization below. (4) Do not treat the use of Mrs. or Ms. differently from the use of Mr.

ASME capitalization. Within ASME, certain common nouns are treated as proper nouns as a matter of respect for our own Society: Institute, Section, Region, Technical Division, Division, and Divisions (when used with a series).

Otherwise, lowercase common nouns whenever possible: ASME's landmarks program, president.

ASME Transactions. Unless specific name is given, do not italicize: ASME Transactions, a, an, a historical monument, a history, a M.S., a Sc.D., a eulogy — an energy book, an hour, an honor, an RCA contract

abbreviation and acronym. Avoid in formal writing unless necessary as an aid to readability. Be consistent, spelling out the first reference only. Examples: Btu, 2[C (no space), kg, MW, psi, psig, rpm, t (ton), US or U.S. (as adjective), W (watt). Exceptions: hp, kV, kW, kWh.

Spell out state names unless in address with ZIP Code (where two-letter codes are used). Well-known names of corporations, agencies, etc., can be shortened to all caps, no periods, and no internal spaces. With the exception of a few such as NASA, these names should be spelled in full for the first reference: AAAS, GE, CEO, GM, MIT, NSF, and UN.

academic degree. Capitalize full degree name, or use abbreviations for the degree (B.S. or M.S. or Ph.D.). Lowercase the subject. Examples: Bill Dillon, Master of Science in mechanical engineering; received a M.S. in mechanical engineering; received a master's degree in mechanical engineering

But a Bachelor of Mechanical Engineering from [institution, city] in
 Germany
 a bachelor's degree in mechanical engineering from Germany

academic or professional title. Lowercase when used alone or following a person's

name: Ernest Gray, chairman of . . . ; Professor Gray, the professor; Gray, professor of mechanical engineering; Gray, Hoover Myman Professor in the College; chartered engineer, registered engineer

adjectives. see hyphens

award. Cap all ASME awards and Fellow or Life Fellow memberships (but not member or honorary member).

British vs. American English. If the brochure is published in the United States, follow American English spelling and rules. If published in the United Kingdom or British-speaking countries, use British spelling and rules. Examples of American usage:

“nozzle,” not “nozzle”,
center, not centre, elevator, not lift, gage, not gauge,
toward, not towards

capitalization. See ASME capitalization. Most dictionaries indicate proscribed capitalization. When in doubt, lowercase. Exceptions: West Coast or the Coast, Bay Area (San Francisco), back East, out West, Southern courtesy, southern half of the area, state of Alaska, federal government,

Nos. 4405 and 6600, Flight 202, Model B17, Unit 2, line 20, page 3

chairman. *Chair* is preferred but if *chairman* is used, continue to use it for everyone, albeit sexist (Swift).

claims. Avoid superlatives and false comparisons: worst case, best solution, oldest story. Avoid claims as “father of ...” without objective references of support.

commas. Avoid comma errors of (1) separation of subject and verb in compound sentence and (2) one-legged comma (where two are required to set off an element).

Preferred: Serial comma (a, b, and c). Omit the comma following a short adverbial introductory phrase:
Currently the . . . or In 1981 the

Use a comma in

During the years at Alwag, . . .

From 1968 to 1976, the . . .

Use a comma between numbers for clarity if needed: In 1981, 144 students

committee. Never abbreviate. Lowercase when generic, used alone, or modified from proper noun. Cap as proper noun.

the heat transfer committee

the executive committee

Council on Engineering’s Committee on Technical Planning

but the Main Committee of the Boiler and Pressure . . .

the Executive Committee of the Boiler and Pressure . . .

courtesy (social) title. Avoid use. No courtesy title is used if academic title follows name: Leroy Wells, Ph.D.

craft (ships, aircraft, spacecraft). Names are italicized but not the abbreviations preceding them: *SS Olympia*, *Voyager 2*. Note: trains and space programs are capitalized not italicized: Project Apollo, Broadway Limited, Concorde, Boeing 707, ICBM.

dash (en dash). En dashes are longer (–) than hyphens (-) and shorter than dashes (em dashes —) and are used in dates, time, or reference numbers to indicate continuing or inclusive numbers and also in compound adjectives using a hyphen or consisting of two words. Editors should mark en dashes when typesetting copy. Examples: 1968–72, May–June 1967, May 13–June 19, New York–London flights

dates. See also year ranges. Note following styles:

the June 28, 1880, issue of ...

the June 1880 issue of ...

on March 6 the team ..., the sixth of March ..., the 6th of March ...

the fifties or the 1950s or the '50s (not the 50's)

1939 to 1942 in text, 1939–42 in table matter

from 1982 to 1985 NOT from 1982–85 (to is stated)

during 1982–85

nineteenth century, not 1800s

department. Never abbreviate. Lowercase when generic, used alone, or modified from proper noun. Cap as proper noun (use sparingly).

the history department (preferred), the Department of History

Department of State, the department

division. Never abbreviate. Lowercase when generic, used alone, modified from proper noun. Cap as proper noun.

double titles used with foreign name. Not permitted in United States, but follow rules for engineers who are citizens in other countries, especially European countries, as a matter of respect.

eras. Figures are used for years (55 BCE) and words for centuries (fourth century). CE (common era) and BCE (before common era) are used frequently.

gender-specific language. Use generic terms unless there is a legitimate reason for making a distinction according to sex. Alternatives: substitute an appropriate word, make the reference and pronouns plural, balance examples using both genders in equal situations, or rewrite passage (sometimes pronouns can simply be omitted).

Examples: drafter, not draftsman

humanity or society, not mankind

supervisors, not foremen

worker hours, not man hours

work force, not man power

headlines. Capitalize all words except articles, short conjunctions, and short prepositions: Up-to-Date References, Medium-sized Libraries, Take-off Runs, Ten-Minute Solutions

hyphens. Avoid hyphens in compound words if possible: e.g., audiovisual, coauthor, coeditor, coproduce, cosponsor, hydroelectric, microinjection, multistage, nationwide, nontraditional, nontechnical, postwar, threefold, turbogenerator;

BUT co-winner, co-inventor, co-develop, co-publish, co-assembly,
co-developer, co-worker, vice-president

Hyphenate compound adjectives for clarity when appropriate: start-up engineer, long-range objectives, double-diffusive convection, high-strength graphite modules. BUT industrially oriented program, high school diploma, World War II policies, real estate interests, mass production techniques, poorly constructed machines.

Inc., Ltd. Do not set off with commas.

job title. Do not capitalize.

name. Use full name including middle initial (or name) in first reference. Set Jr. or Sr. off with commas. Do not set III off by commas: Jose Winston III. Always include P.E. if applicable.

number. Spell out numbers in text to achieve a more formal, nontechnical style where possible, especially ages, time, and nontechnical measurements (eighty-mile distance, four yards from the building). In the nontechnical style, spell out numbers 1 through 100 and any number above that can be expressed in one or two words (ninety-nine thousand). Spell out approximate or indefinite numbers (a hundred workers). Spell out fractions under one.

ALWAYS use figures in dimensions, sizes, temperatures, and any measurement with specific technical significance. Use figures with abbreviations or symbols (9°F or 100 kW) and in statistical matter, tables, dates, percentages, money, and technical measurements (\$12 million, 30 pounds, 80 percent).

Sometimes, use figures to emphasize numbers (75th anniversary) and to improve readability of text when copy is laden with numbers.

BUT: Use the same style for all related numbers (166 landmarks and 2 collections by fourteen Sections).

Examples:

3,600 (or metric 3 600 with space) not 3600	two-thirds of the time
more than one hundred publications	thousands of times
more than 120 publications	in her 30s, in the '30s (prefer in the 1930s)
more than eleven hundred children	1 1/2 spaces
traveled four miles, traveled fourteen miles	2 feet by 10 inches
\$4 million, \$4.5 million, \$999,000, \$2,000	5 percent (not per cent, or %)
5 mph, 8 to 9 g range	

P.E. or C. Eng. Use in title of professional, registered, or chartered (UK) engineer.

plurals. Do not confuse possessives and plurals. Exception: a's and b's, Ph.D.'s

criterion, criteria	Cs and Ds
curriculum, curricula	PEs
datum, data	Rs
formula, formulas	in the '40s, in the forties
nucleus, nuclei	dos and don'ts
master's degrees	
witness's testimony, witnesses' testimony	

quotes for emphasis. Use sparingly, when introducing technical terms in special contexts.

Sc.D. Acceptable academic title from MIT.

series. Comma is used before conjunction in series: a, b, and c. Semicolon is used before a conjunction in a series separated by semicolons.

the ASME. Omit or lowercase the.

the Society.

solidus, slash, virgule, or diagonal. Avoid use and misuse. It can separate alternatives (and/or) but should be avoided in program text. It also stands for *per* in abbreviations. It does not represent commas or conjunction.

US. Abbreviate only as adjective, not a noun. Be consistent if you use periods: U.S.

trite or clichéd expressions. Avoid. For example, along these lines, in our midst, at long last, in short supply, block out, never before in the history of, by the same token, peer group, considered opinion, proud heritage, controlling factor, red-letter day, date with destiny, remedy the situation, drastic action, seat of learning, express one's appreciation, social amenities, foregone conclusion, sweeping changes, generation gap, this day and age, have the privilege, too numerous to mention, ill-fated, wear and tear, in close proximity

usage.

antiques [found in shops], antiquities [found in museums]

designate [to distinguish or point out], dedicate [to open to public use]

off, not *off of*

per, a. Use a whenever possible (200 gallons a day, miles per hour)

that [essential, no comma], which [nonessential, set off by comma]

try to, not *try and*

prior to. Use before

historic [important, memorable], historical [relating to history]

year range. Note the following pattern: 1899–1900, 1900–1901, 1914–18.

Other Examples:

120 rpm	ironworks
150 barrels a day	load-leveling system
2d, 3d	man engine
200 tons of water a minute	millwright
25,000 mph	nuclear age
4.5-mile track	on-line lead time
60-horsepower “Go Devil” engine	power plant
9 inches a day	screw pump
90-mile ditch	second law of thermodynamics
95 percent efficiency	sixty-day trial
a half billion gallons of water a day	space age
air conditioning, air-conditioned car	space shuttle
archaeology	streetcars, cable cars
armed forces	super-power locomotives
age of steam	superchargers
Boyle’s law	switchgear
cold war	thermoelectric, thermal-electric
colonial period	three-phase generator
co-developers	turbine-generator
earth (but Mars and Earth)	turbogenerator
electric-generation station	twenty-three papermills providing
electrostatic	150 tons of paper a day
full-scale testing	U-shaped
gearbox	uranium 238
gold rush	USS <i>Olympia</i>
gristmill	water works
hydroelectric plant	waterwheel
I-beam	windmill
Industrial Revolution	wood-working shops
in-line	recipients



Revised 7/99

1,000